Product Syndication/ Fresdesk

Section 4

# BRAND SHOWCASE Q&A

1. **What is Brand Showcase and how does it work?**

Brand Showcase is HP visual marketing content that will display on your website through one line of JavaScript code.

1. **How do I include the HP Brand Showcase on my website?**

Once you enroll, we will send an email with the JavaScript code along with implementation instructions and best practices. Once the code is deployed on your website, the HP Brand Showcase content will be displayed.

1. **Do I have to keep maintaining and updating the information?**

No, once Brand Showcase is deployed all updates will flow automatically, no additional work is needed.

1. **Can I have other solutions or other providers of content at the same time?**

Yes, all Syndicated content can sit alongside other brands since it will be complementary. Also, if you use a provider of rich content for other vendors, there’s no conflict. We insert the rich content in your existing HP product pages. We don’t impact the way you display products from other vendors.

1. **Do I need to get approved for this solution?**

No, you will only have to be an HP Partner.

1. **How is Brand Showcase different from Product Experience?**

Both programs can be implemented at the same time, delivering different experiences to the partner.

Brand Showcase is mainly HP visual marketing content integrated onto the partners website, it does not depend on the partners products or catalog. Brand Showcase content does include information on products and services at a high level but doesn’t offer detailed SKU-level content.

As for Product experience depends on the partners own inventory and products availability, providing solutions like Cross and Upsell tools. It offers detailed SKU-Level content.

1. **Do I need to have a catalog of HP products or specific HP page on my website?**

No, Brand Showcase is visual content that can be placed anywhere on your website, it does not function directly with any products or catalog.

1. **Can I link to only a certain product module of HP Brand Showcase, e.g. from my homepage?**

Yes, follow these steps:

1. Identify where you’d like the specific category content to reside.
2. Paste the JavaScript code from the deep linking section of the email between the navigation Header and Footer on your website.
3. If you have any questions or issues open a ticket.
4. **If I integrate Brand Showcase to my website, how can I link it to my online store?**

Yes, you can provide a URL to your store during the Brand Showcase enrollment. This will allow a SHOP button to appear, and it will link customers from Brand Showcase to your online store.

1. **Will HP Brand Showcase impact my SEO results?**

HP Brand Showcase is syndicated content – it will neither help nor harm your SEO results. You can improve SEO on your page by adding your own content above, below or on the side of Brand Showcase.

1. **Can I use the HP Brand Showcase to drive traffic to my website?**

Yes. Feature specific product categories or promotions, and deep link to that product category’s page (e.g., Desktops syndicated content page), or link to the HP syndicated content landing page to provide customers with direct access to product information.

1. **Do I have to include the complete HP Brand Showcase on my company’s website?**

No, as the HP Brand Showcase is selectable, you can choose only those product modules on the registration form that you sell to your customers. Just those will be displayed in your web experience.

1. **Why do I need to enter the sales contact information (email and phone number) on the registration form?**

Once the HP Brand Showcase has been implemented on your website, the contact information will be displayed when a customer clicks “How to buy” or “Contact us” on the site. This enables lead generation for you.

1. **What if I need to add or delete product modules to/from my HP Brand Showcase?**

Please open a ticket for assistance.

1. **How can I do a quality check to ensure that HP Brand Showcase does work upon code implementation?**

In case you cannot see the content once the JavaScript is setup, please open a ticket for assistance.